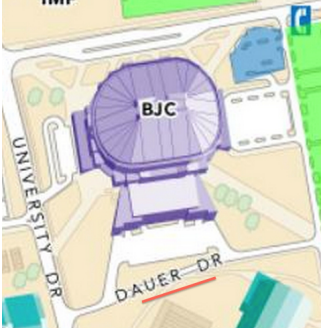


INSTAGRAM THON

pjatpsu.com/instathon2015

Here is the plan, any question please ask.

BJC

1.  Enter the BJC from the South Annex entrance off Dauer Road (Press Entrance)
2. Bring your PSU ID, and your smart phone (charge the battery)
3. Expect delays, so **get there at least 15 minutes** before your shift.

INSTAGRAMMING

1. WYurman **MUST** be following you on Instagram **BEFORE** you upload a photo.
Complete the online form. **If your account is private, you need to accept my request**
2. Your photo must have the hashtag **#INSTATHON**
Please also add the hashtag **#CancerCannot** (this will get us THON traffic)
3. You may add other (appropriate) hashtags or captions. **Please DON'T use double quotation marks like "these"**.

That's it :).

Once uploaded, the photo should appear within a few minutes on our blog:

<http://pjatpsu.com/instathon2015>

Share the link, tell your subjects, spread the word. Let's see how many hits we can get.

PHOTOS

1. Use the white boards. Encourage people to be creative and have fun writing the names or drawing photos of the people they dance for.
2. Take as many photos as you like, but generally **upload one** per subject.
3. Be creative, have fun, but remember the goal. You usually will want to be close and fill the frame.

Problems?

Will Yurman will.yurman@gmail.com or 814-470-5895

THON contact: Public Relations Director Aly Young 610-405-5564